

August

ANNUAL AUGUST SALE OF HOUSEKEEPING LINENS, SHEETS, PILLOW CASES and QUILTS.

A Liberal Showing of New Dress Goods, New Silks, New Percales, New Prints, New Fads and Fancies in Hosiery, New Shapes in Corsets, New Waists, New Skirts and Black Goods.

Housekeeping Linens.

Our stock is very complete and contains full lines of the fine qualities of Satin Damasks. We make special mention of—

22-inch Bleached Damask at \$1.00.
29 and 24 inch Napkins to match at \$2.25 and \$3.25 per doz.—in many beautiful patterns.

Also fine Damasks at \$1.25, \$1.50, \$1.75 and \$2.00—not equalled in St. Louis at same prices.

Hemstitched Dinner Sets

Hemstitched Cloths and H. S. Napkins to match—Special for this August sale.

Hemstitched Cloths—2 yards long—with 1 doz. Hemstitched Napkins to match..... \$3.29

Hemstitched Cloths—2 1/2 yards long—with 1 doz. fancy openwork Hemstitched Napkins..... \$5.25

Hemstitched Cloths—3 yards long—with 1 doz. fancy openwork Hemstitched Napkins..... \$6.00

Are all pure flax satin damask qualities. This line is very complete, ranging in prices from \$1.25 to \$2.50 per set. Also come in extra widths and larger dinner napkins to match.

Fringed Table Sets.

Fringed Cloths with Napkins to match of fine satin damask and pure linen. Come in white and with red or blue borders. In this August Sale—

2 yards long Cloth with 1 doz. Napkins to match..... \$1.49

2 1/2 yards long Cloth with 1 doz. Napkins to match..... \$1.69

3 yards long Cloth with 1 doz. Napkins to match..... \$1.98

Pattern Table Sets.

Special.

Cloth—2 by 2 yards—with 1 dozen 22-inch Napkins..... \$4.00

Cloth—2 by 2 yards—with 1 dozen 24-inch Napkins..... \$5.50

Cloth—2 by 2 1/2 yards—with 1 dozen 26-inch Napkins..... \$3.75

Cloth—2 by 2 1/2 yards—with 1 dozen 28-inch Napkins..... \$4.50

Cloth—2 by 2 1/2 yards—with 1 dozen 30-inch Napkins..... \$6.00

Cloth—2 by 3 yards—with 1 dozen 20-inch Napkins..... \$4.25

Cloth—2 by 3 yards—with 1 dozen 24-inch Napkins..... \$5.00

The better grade of fine Satin Damask, Irish, Scotch, German, Belgian and French are comprised in our stock—makes in great variety of new and handsome designs. Also the extra lengths and widths and extra sizes in Dinner and Banquet Napkins will be shown for the asking.

Specials in Table Damasks—all pure flax, Irish, Scotch and German—for this sale.

20-cent Damasks..... 39c

Green Damasks..... 49c

Green Damasks..... 60c

81 Damasks..... 79c

Specials in Napkins

At \$1.75, \$1.40 and 80c per doz. This offering is worthy attention of hotels, restaurants and families generally—are all full bleached and hemmed ready for use.

Special Mention—Our regular line of Table Napkins is very large and comprehensive, consisting of bleached, silver bleached and cream—in all sizes, 18, 20, 22, 24 and 27 inch, and at prices from 75c up to \$2.00 per dozen.

Bath Towels.

Turkish Bath Towels—bleached and cream—heavy double warp—hemmed ready for use—splendid absorbent quality—special for this sale at 25c, 35c..... 12c

Also in stock full line of the better grades, including all linen at prices 30c, 75c and \$1.00 each.

Bath Sheets, Bath Rugs, Wash Cloths and bathroom conveniences of all kinds.

Towels—Agents' Samples—A very special offering for this sale in hemmed and hemstitched Huck and Knotted Fringe Damask Towels—about 1,000 dozen in the lot and 50 different styles—a large part of this showing is put up in lots of 6 Towels—some different styles, others all alike, the balance being in single towels—which are priced at 10c, 15c, 12 1/2c, 10c and low as 8 1/2c each.

Towels in lots of 6 at—

6 for 6 for 6 for 6 for

\$1.50 \$1.20 \$1.10 \$1.14

6 for 6 for 6 for 6 for

85c 70c 70c 80c

These towels are perfect goods and much less than value.

Dew Bleach—Also on sale genuine Dew Bleached Irish Linen Huck Towels—hemmed and hemstitched—at 25c and 35c.

Also Double Damask Towels—extra large size—hemstitched or white knotted fringe—beautiful patterns—50c and 75c each.

We show the well-known "Kaiser" Towel—an unusually large huck towel—with medallion center—priced at..... 79c

Crash and Towelings.

Brown Absorbent Crash at 10c, 15c and 35c.

Bleached Absorbent Crash at 10c, 15c and 35c.

Our regular lines—always kept fully up to the requirements of our great trade in these goods—all the best grades—at all times.

Pillow Cases.

Special—Pure Linen Hemstitched Pillow Cases—145 pairs—pure flax—size 22 1/2x26 in.—fine quality, and worth \$1.00..... 59c

Our stock of Linen Hemstitched Sheets and Pillow Cases is most complete—all sizes, in Irish and German makes—from medium grades to very finest produced, and can fill wedding outfit orders promptly.

Fancy Linens.

Our is a most comprehensive stock of fine fancy Linens for table and room decorations—the newest and finest patterns in Rotterdam

Cluny, Renaissance, Tenerife and Irish hand-embroidered, Scarfs, Squares, Centerpieces, Doilies, Bed Sets, etc.—Japanese hand-drawn linen pieces of all descriptions and sizes always in stock—from the inexpensive to medium and up to the very elaborate and costly.

For this sale about 100 dozen fine Japanese Handmade Doilies—2 sizes—

8x8—worth 60c—at..... 40c

12x12—worth 75c—at..... 50c

49 or 50 fine handmade Tenerife Pieces—size 30x30 and 18x14—very elaborate openwork—were \$10.50 each—in..... \$4.98

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Special Bargains in Parasols

Ladies' pretty Silk Coaching Parasols—specially priced at..... 50c

Much handsomer Parasols..... 95c

Stylish Dress Parasols—chiffon and other styles—specially priced at..... \$1.75

Umbrellas

Men's and Women's Taffeta Umbrellas—with plain natural stick or fancy pearl or silver handles—many \$2.00 umbrellas in lot—specially priced..... \$1.25

New Hosiery

New white hose, new lace hose, new gauze lisle. Better values than ever.

Ladies' White Lace Lisle Hose specially priced at..... 35c and 50c pair

Ladies' White Silk Hose..... \$1.50 pair

Ladies' White Lace Pure Silk Hose specially priced..... \$2.50 pair

Misses' and Infants' Hose..... 25c pair

New designs in Ladies' Fast-Black Hose..... 35c and 50c pair

Ladies' Imported Gauze Lisle Hose specially priced at..... 35c and 50c

High-class Silk Hose—hand-embroidered—specially priced at..... \$2.00, \$2.50, \$3.00, \$3.75 and \$5.00 per pair.

Sale of

Handkerchief Seconds

Men's and Ladies' Linen Handkerchiefs—one of the greatest value-giving sales ever attempted by any St. Louis house—in all about 1,583 dozen Men's and Women's pure linen Handkerchiefs—with slight imperfections—only a close inspection reveals any defect—lot consists of goods worth 25c, 35c and 50c each—we put them up in 1/2 dozen lots or bundles for convenience of sale—specially priced at 15c each; 6 in bundle..... 75c

Corsets

W. B. Nuform Corsets in the new long back and high bust; full gored and straight front, handsomely trimmed at top; sizes 18 to 20—specially priced at..... \$1.00, \$1.50 and \$2.00

La Vida Corsets in all the new model long and short lengths, medium and high bust; prices..... \$3.50, \$5.00 and \$5.50

Kabo Corsets in all new lengths, very long over hip and in the back, high in the bust, with front and side supporters; prices..... \$1, \$1.50, \$2, \$2.50, \$3

New Fall Silks.

A thousand pieces of new silks in plain colors, fancies and novelty weaves in new fall colorings and styles.

Hundreds of new styles and colorings in Checks and Stripes, Jacquard design and fancy silks—the new autumn shades—specially priced at..... 49c

Silks in taffeta weaves and Louise—neat designs and fancy effects—in checks, stripes, Jacquards and broche—plain dress taffetas and peau de cygne in new fall colorings—specially priced at, yard..... 75c

Plain and Glace Chiffon Taffeta in the new fall colorings and new novelty silks—in checks, stripes and fancy woven designs—specially priced at, yard..... \$1.00

New Printed Warp Plaids—stylish new effects—for separate waists—very handsome colorings in the Pompadour printings in connection make these very effective—specially priced..... \$1.25

New Fall Dress Goods.

Handsome new styles in Suitings for early fall wear—the most correct ideas—very mannish and smart looking are these goods—several lines open for Monday's special showing and priced at \$1.75, \$1.50 and..... \$1.25

French Challies—300 pieces imported French Challies—in entirely new colorings—designs very different from those with which you are familiar—most desirable fabrics for house gowns, kimono and children's dresses—specially priced at..... 50c

Panama Novelties—French Panama Novelties in fine even mesh, close texture—these are ideal fabrics—plain weave and colorings—are very serviceable—45 inches wide—specially priced at, yard..... 75c

For Children—Fancy Suitings for children's wear, such as school dresses and serviceable knickerbock suits—the most correct colorings—36 inches wide and..... 48c

New Fall Cotton Fabrics

Thousands of new pieces are here for your inspection on Monday, the most correct ideas in styles and approved colorings, and as a trade stimulant to induce early trade all are specially priced at figures impossible to be duplicated later.

Hundreds of pieces of Calicoes—the best standard qualities—in new fall printings and colors—specially priced at, yard..... 5c

Best quality staple Gingham—all sized checks and colorings—specially priced at, yard..... 6 1/2c

Percale in hundreds of new fall designs and printings—dark or light color effects—specially priced at, yard..... 6c

Gingham—Double-fold Zephyr Gingham—hundreds of styles and colorings—in the new fall designs and absolutely fast colors—specially priced at, yard..... 7 1/2c

Madras—Double-fold Madras in new fall colors—handsome woven designs—in neat effects—very correct and smart looking—specially priced at, yard..... 10c

Double-fold Flannelettes—newest fall designs and colorings—handsome printing—for kimono and house gowns—36 inches wide—specially priced at, yard..... 12 1/2c

Cloak and Suit Room Specials.

New Waists and Skirts.

We will offer this week some stunning new Waists, Separate Skirts, White Dresses, Traveling Wraps, Traveling Suits, also Children's and Misses' Wraps and Dresses.

The new Tennis and Golf Shirts for ladies—We offer this week a lot of these new Mannish Shirt Waists or Town and Country Shirts that are now so popular East.

These waists are made like a man's negligee shirt—with laundered collars and breast pocket, and are shown in white, solid blue and tan; also striped Oxford—are entirely new and in all sizes—specially priced..... \$1.00

Lingerie Waists.

Beautiful new Chiffon Lingerie Lawn Waists—latest fall styles—lace yokes, deep lace cuffs and handsomely delicate embroidery fronts—these fine waists should sell in a regular way at \$7.50 each—but are specially priced at..... \$5.00

Also some well All-Lace and Net Waists for evening wear at the seashore and summer resorts—specially priced at..... \$5, \$7.50 and \$10

Separate Skirts.

Some New Fall Styles Will Be Shown This Week.

Lot of dainty new White Skirts made in the latest pleated, flounced styles—specially..... \$1.50 & \$1.25

Lot of White Skirts—pure linen—made with tucked top and full flare—specially..... \$1.95

Lot of fine hairline check Panama Cloth Skirts—all full-pleated effects—an ideal summer outing skirt—specially..... \$2.50

Lot of new Panama Cloth Skirts—made in latest full pleated and flounce styles—regular and extra size—specially priced at..... \$7.50 and \$10.00

New White Lawn Dresses.

Every lady needs a few pretty White Dresses to wear this month. We offer a lot of very fine White Skirt-Waist Suits—beautifully made with new knee-pleat blouse—skirt cut very full and trimmed with exquisite heavy embroidery and Valenciennes lace—a month ago such a dress not so stylish would sell at \$10—this garment is specially..... \$5.00

Silk Traveling Wraps.

We offer full-length Taffeta Silk Traveling and Automobile Coats in black or colors—various styles—pleated or shirred—specially priced at..... \$10, \$12.75 and \$15

Raincoats.

We offer stylish Rain and Dust-Proof Coats in pretty, pleated models—something every woman needs for traveling at any season—colors are tan and gray—specially priced at..... \$7.50

Misses' Shirtwaist Suits.

Splendid Outing Suits—made of chambray—skirt and waist—pretty colors—ages 11 to 15 years—specially priced at, each..... \$1.50

Misses' stylish Suspender Dresses in dainty checks—with white waist—ages 12 to 16 years—perfect beauties—specially..... \$2.95

Girls' Silk Coats.

Lot pretty Taffeta Silk Coats—plain colors and checks—very light, cool and dressy—8 to 14 years—specially priced at..... \$5.00

For less ages, \$3.50.

Misses' Separate Skirts.

Lot of fine Brilliantine Skirts—made in latest pleated and yoke styles—in black, blue and brown—28 to 34 inches long—specially..... \$3.95

Bedspreads, Sheets and Pillow Cases.

Sheets.

2 cases 54x90 in. Bleached Sheets—heavy and good quality—at..... 43c

3 cases 72x90 in. Bleached Sheets—fine grade and soft finish—at..... 49c

2 cases 54x90 in. Bleached Sheets—seamless and soft finish—at..... 57c

4 cases 54x90 extra fine Bleached Sheets at..... 71c

2 cases 54x90 superfine Bleached Sheets—very soft finish—at..... 78c

2 cases 72x90 Hemstitched Sheets—real good quality—at..... 79c

2 cases 54x90 Hemstitched Sheets—finest quality—at..... 90c

Pillow Cases.

5 cases 45x36 Bleached Pillow Cases—fine weave and good quality—at..... 10c

3 cases 45x36 Bleached Pillow Cases—fine cotton—at..... 11c

4 cases 45x36 Bleached Pillow Cases—very fine grade and soft finish—at..... 12 1/2c

1 case 45x72 Bolster Cases—of good quality bleached cotton—at..... 35c

Bedspreads.

5 cases White Crochet Spreads—large double size and good quality—at..... 85c

2 cases fine White Spreads—Marseilles patterns—at..... 93c

4 cases White Marseilles Woven Spreads—choice patterns—at..... 98c

4 cases White Fringed Spreads of good quality at..... \$1.00

5 cases White 3-Ply Crochet Spreads—beautiful Marseilles patterns—at..... \$1.10

2 cases fine White Fringed Spreads—cut corners—nice patterns—at..... \$1.32

5 cases White Fringed Spreads—cut corners—fine grade—beautiful patterns—at..... \$1.50

3 cases extra large Fringed Spreads—cut corners—handsome patterns—at..... \$1.85

3 cases White Real Marseilles Spreads—good grade—handsome patterns—at..... \$1.65

Same Spread with Fringe at \$2.00.

4 cases White Real Marseilles Spreads—in new satin finish and choice patterns..... \$2.00

Same Spread with Fringe at \$2.65.

2 cases White English Marseilles Spreads—very fine quality—beautiful patterns—at..... \$2.47

Same Spread with Fringe at \$2.80.

3 cases White Satin Marseilles Spreads—new choice patterns—cut corners..... \$2.89

2 cases extra fine English Marseilles Spreads—beautiful raised floral patterns—at..... \$3.50

Same Spread with Fringe at \$4.00.

Black Goods Sale

For immediate and later wear, fully a thousand pieces for your selection, representing every new conception in Black Dress Goods which has been produced for this coming season. The looms of the fabric-producing world have contributed to your wants. Our Monday's Showing is at prices which may not be duplicated later. Panamas at special prices:

45-inch-wide Panama at..... 80c

54-inch-wide Panama at..... 90c

54-inch-wide extra quality Panama at..... \$1.15

Granites Specially Priced

36-inch Granite at..... 40c

36-inch Granite at..... 40c

45-inch Granite at..... 50c

45-inch Granite at..... 50c

50-inch Granite at..... \$1.20

Nun's Veiling of exceptionally good quality and specially priced:

36-inch Nun's Veiling at..... 30c

40-inch Nun